# CANADIAN MOVING PICTURE DIGEST

Vol. 22, No. 39 TORONTO 2, CANADA January 24th, 1931



**THE PICTURE INDUSTRY IS leading the country back to PROSPERITY!**

*—and Leo (as usual) is leading the picture industry!*

**M-G-M**

**The Season's Best Ticket Sellers**

*Current and Coming*

Marie DRESSLER — Polly MORAN in "Reducing."

JOAN CRAWFORD in "Paid."

GRETA GARBO in "Inspiration."

Lawrence TIBBETT — Grace MOORE in "New Moon."

CONSTANCE BENNETT in "The Easiest Way."

NORMA SHEARER in "Strangers May Kiss."

JOAN CRAWFORD in "Dance, Fools, Dance."

LAWRENCE TIBBETT in "The Southerner."

WALLACE BEERY in "The Secret Six."

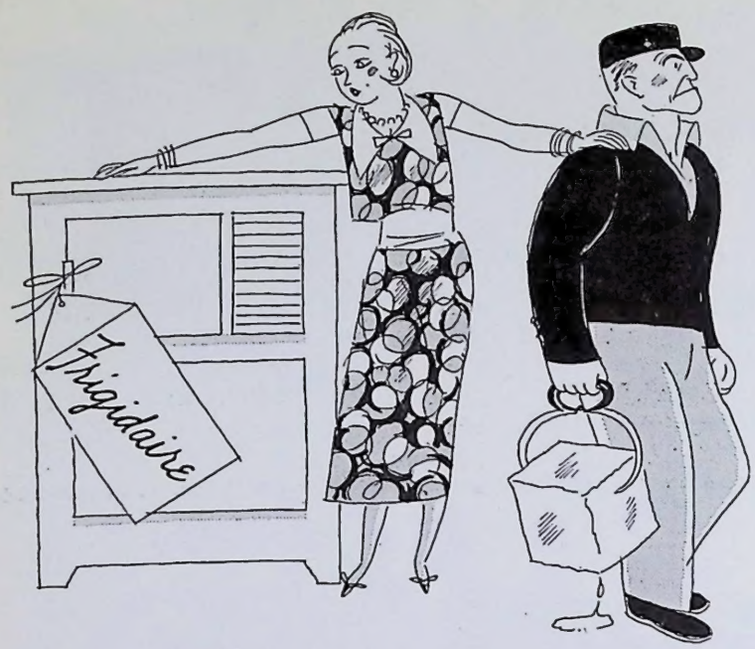
AND MORE ON THE WAY!



PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

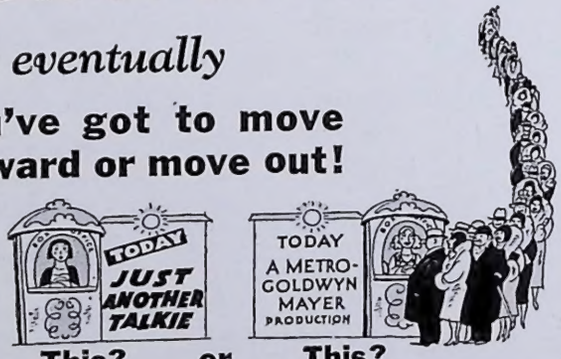
259 SPADINA AVENUE, TORONTO 2




# PROGRESS CAN BE PUT OFF FOR A WHILE—

*but eventually*

**You've got to move forward or move out!**



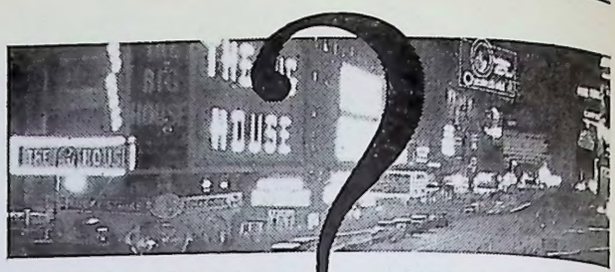

**This? or This?**

Talkies have been through a long enough period of trial for the public to learn which company produces *most* of the best ones—

**"JUST ANOTHER TALKIE"**

***doesn't fill seats any more. You've got to give them Big Entertainments. Exhibitors of Metro-Goldwyn-Mayer pictures are making money because they are able to present attractions on their screens that are comparable to Broadway shows.***

This is one of the new Giant Sound Stages. Acres of humming activity make the M-G-M Culver City Studios the Metropolis of the Motion Picture.

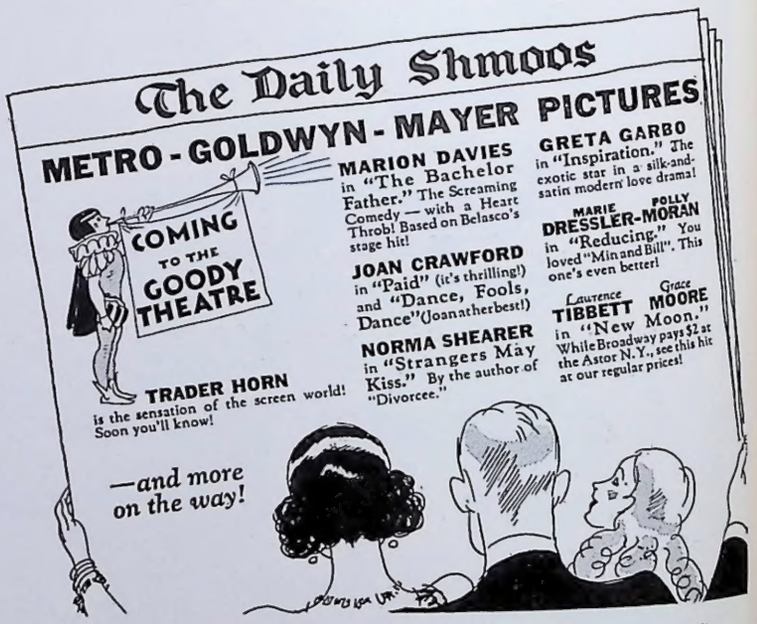



# BROADWAY ASKS "WHY PAY $6.60"

At the big Capitol Theatre, N. Y. right now is Joan Crawford in "Paid" which is taking plenty of business away from the $6.60 shows. It's just as great entertainment and a lot cheaper to see!

**M-G-M HAS a flock of equally BIG shows ready!**

*It's very pleasant when you can announce to your patrons—*


The Daily Shmoos
METRO-GOLDWYN-MAYER PICTURES
COMING TO THE GOODY THEATRE
MARION DAVIES in "The Bachelor Father." The Screaming Comedy — with a Heart Throb! Based on Belasco's stage hit!
GRETA GARBO in "Inspiration." The exotic star in a silk-and-satin modern love drama!
MARIE DRESSLER-POLLY MORAN in "Reducing." You loved "Min and Bill". This one's even better!
JOAN CRAWFORD in "Paid" (it's thrilling!) and "Dance, Fools, Dance" (Joan at her best!)
Laurence TIBBETT Grace MOORE in "New Moon." While Broadway pays $2 at the Astor N.Y., see this hit at our regular prices!
NORMA SHEARER in "Strangers May Kiss." By the author of "Divorcee."
TRADER HORN is the sensation of the screen world! Soon you'll know!
—and more on the way!

**THE PICTURE INDUSTRY IS leading the country back to PROSPERITY!**

*—and just when the folks get their pockets filled again, ready to spend—*

**LOOK WHO'S LEADING The Picture Parade→**

*Three Cheers for*

# LEO of M-G-M

# Canadian Moving Picture DIGEST

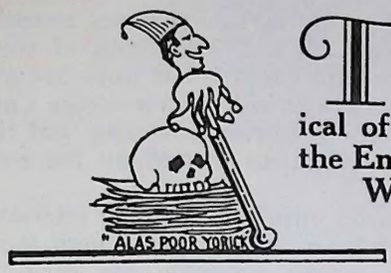
*Established in 1915 for Exhibitors*
**Subscription: $5.00 yearly**
*Telephone: Trinity 1481*
*Cable: Ontocanada*

RAY LEWIS
**Editor and Managing Director**

*Published by Canadian Moving Picture Digest Company, Limited*
**259 Spadina Ave. - Toronto**

Vol. 22, No. 39 | TORONTO 2, CANADA | January 24th, 1931


## *What We Have We Hold*




THE HEADING sounds British; and brings to mind the picture of a bull-dog, standing on guard, over the "Flag of the Empire." It is of course, symbolical of many things, just as "the flag" is symbolical of what the Empire possesses by way of traditions!

We, in Canada, are always being told by our statesmen, our financiers, industrialists, economists, that Canada is virtually "a land of milk and honey," with potentialities of housing thirty millions of people in a little over a decade; and that even the unharnessing of Canada's natural resources for the economic maintenance of these millions, will leave Canada still "young," in wealth, in exploitation; and with the bulk of her resources, and her industrial possibilities still to be developed.

It sounds big and also alluring, as well as inspiring, providing Canada remains Canadian!

A statistical report states that "the deposits by the public in Canadian banks in 1914, were $1,000,000,000, and in 1918, $1,500,000,000 with a still further increase in 1931 to $2,000,000,000.

The Business Year Book of the Financial Post, as issued in 1931, reveals that the capital investment in Canada by Canadians is 65.4 per cent of the total investment, excluding real estate and agriculture.

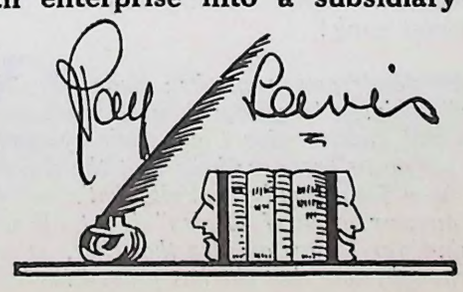
The investment by Americans in Canada is 21.7 per cent of the total, and Great Britain's investment in Canada is 11.8 per cent, while other foreign investments are rated at 1.1 per cent.

We hear so much about Canada being financially American-controlled, that these figures are interesting. The U. S. investments in Canada are tabulated at $3,881,145,000. Great Britain holds $2,244,066,000 of Canadian investments, and other countries hold $250,342,000. Canada has an investment of $1,904,500,000 out of her own country, an increase during 1930 of $72,500,000.

In the U. S. Canada has investments totalling $1,060,500,000, over 50 per cent of her investments abroad. In Great Britain she has investments totalling $113,500,000, and in other countries $730,500,000.

The Business Year Book states, "An important feature from Canada's point of view is that there has been a steady increase in the relative amount of new capital supplied by Canadians."

In the past five years the percentage of capital investment in Canada from outside our Dominion has falled from 35.8 to 34.6 per cent. When the Government investigates the absorption of Famous Players Canadian by Paramount-Publix, the methods employed to turn a Canadian enterprise into a subsidiary American company, without even taking the trouble to pay back what Canadians paid to Paramount-Publix, for Canadian control, we will have more capital invested in Canada by Canadians for Canadian enterprise, because investors will know that the Government will protect their investments.



# RAY PRESENTS

RAY LEWIS

THE MOTION PICTURE NEWS has an interesting article headed, "Here's Where the Dough Goes," and it relates that American and Canadian railroads gets $702,000 yearly from Publix, for moving stage shows. Since the Publix unit show is only a new institution in Canada, we have not yet received much of the "Dough" that Paramount-Publix has taken out of Canada, by way of Famous Players Canadian, by way of Paramount Pictures, and incidentally, by way of their Publix unit shows, with personal appearances at $2,000 per, and over.

*Clara Bow is having a difficult time, not only has she been robbed, but a Los Angeles court has permitted the alleged thief to slander her to such an extent that there has been a recall of her pictures, owing to the notoriety.*

*The Digest is for giving Clara Bow a square deal. She is not to be censored for taking action in a matter which involved thousands of dollars, and in this age of the citation of "gold-diggers," surely Clara Bow stands out as the old-fashioned girl, who "loved not wisely, but too well," interpreted from the gold-digger's standard of values; and even if Clara's love induced her to give her male friends watches worth several thousands, who knows but these particular males were worth it. After all, we who have no thousands to give away to males; and we, who are males; and have not had such generous loves in our life, what do we know about the complex which makes a male take, and a woman give? Incidentally, it takes a few girls like Clara to make the world understand that "the woman pays."*

I CANNOT find any reason for the banning of Clara Bow pictures. It would establish a rather bad precedent to punish her, just because she complained about being robbed, and sought legal redress. If public individuals can be robbed, and then blackmailed into silence, held up for more money through that most unscrupulous and detestable of species, called "the blackmailer," because the latter happens to have some information of a nature which will create public gossip, to the disadvantage of the person around whom the gossip centres, it will certainly tend to a demoralization of all "law and order," and honest people will soon be exterminated through the multiplicity and prosperity of the dishonest gang!

*The slanderous remarks made by that "Daisy," against Clara Bow should inspire every woman and man to give Clara their sympathy, and as we go to press we hear that the slanderer has been found guilty! Well, that's one for Clara, anyway, even if "Daisy" is let off with a warning, for I have an idea that Clara is generous enough, now that she has proved her complaint, to add her voice to the clemency plea of the jurors.*

OWING to the various rumours recently in connection with a British chain of theatres, exhibitors are advised that plans are progressing for such a British circuit across Canada, affiliated with a leading British producing and theatre organization, with affiliations throughout the British Empire.

It is impossible, owing to opposing interests, to present the full plans of this company, until the complete financing by a private syndicate has been completed. Exhibitors will be well advised to retain the control of their theatres, until such time as a plan in full detail for the consideration of Canadian theatre owners can be presented.

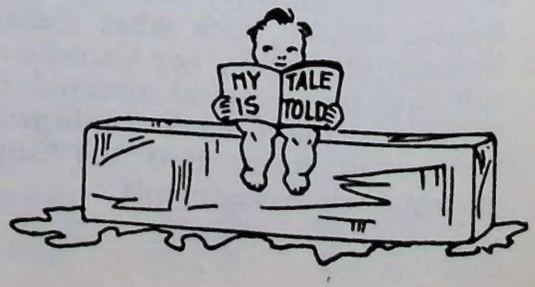
Paramount-Publix being a distributing and producing enterprise, cannot be left in possession of Canada's screen revenue.

*The control of Famous Players, and subsidiaries, has given Paramount-Publix the advantage of dictating its own terms to every producer-distributor seeking a market in Canada.*

*Years ago, Famous Players Canadian Corp. stated, in a prospectus which it issued in connection with the securing of finance, that it virtually constituted a monopoly of the Film Industry in Canada. How much more aggravated is this Combine, now that Paramount-Publix with its monopolistic policy, is in control?*

THE MOST serious angle of this Combine power is that it has been in a position to make a Canadian Enterprise American, not by virtue of purchase, but by a deliberate transaction of an exchange of shares, dictated by two men in power, in violation of their Trust Agreement; and supported by other members of the Board of Directors. Companies in Canada, and the U.S., are being investigated and prosecuted for, what appears on the surface to be, less of an usurpation of rights and a responsibility towards investors than what has transpired in the Paramount-Publix absorption of Canada's dominant theatre chain.

*Meanwhile, there is a report that the Windsor plans for production involve George Weeks of the Sono-Art Productions, Inc., Arthur Lee, who is the American representative of Gaumont British, in affiliation with Gaumont of Canada, together with Fred W. Martin, promoter of the Detroit-Windsor Tunnel.*



*So successful is the new process that even the wind and trees and grasses seen in the above "still" scene from the Paramount picture, "The Right to Love," are heard distinctly. This is the first picture to use this new process and most extraordinarily tense moments are to be found in the film.*

# NOISELESS RECORDING

## The Greatest Advance

## Since Sound Pictures Developed

THE new Noiseless process of recording Sound and Talking pictures is a product of the West Coast Laboratories of the Bell Telephone System—the Birthplace of Sound.

One of the advantages which "Northern" equipped theatres have over others, is that they participate in all new developments of a rapidly advancing science—The Science of Sound.

Why not be "Northern" equipped at once, and enjoy this advantage.

**RESEARCH PRODUCTS SALES DEPARTMENT**

**637 CRAIG STREET WEST - MONTREAL**

*Northern Electric*
SOUND SYSTEM
The VOICE of ACTION

**Western Electric in U. S. A.**

# The IMPERIAL EIGHT Make Their Bow to Canada Next Week

---

**See Next Week's Issue of the Digest for Particulars**

# Show Business

*(Special to The Digest from Ottawa)*

Civic officials of Montreal have been jubilant because the annual financial statement showing the attendance at Montreal theatres during 1930, with the resultant amusement tax returns, proves that the depression has not been so extensive as believed.

The total local amusement tax revenue for the year was $1,026,389, or only $32,129 less than for 1929, while the aggregate official attendance was 25,664,734 as compared with 26,458,089 for 1929. The largest percentage of reduction was in the lower-priced tickets. The tax represents 10 per cent of the face value of admission tickets; therefore the gross revenue was in excess of $10,000,000. Montreal divides the ticket tax with the Quebec Provincial Government and the proceeds are devoted to institutions and hospitals under the Public Charities Act.

---

Independent exhibitors of Ontario conferred with Hon. E. A. Dunlop, Provincial Treasurer, at Toronto on January 15 to seek relief from the regulations, effective next May, providing that licenses will not be renewed unless a theatre has been remodelled to meet fireproof requirements. A large deputation discussed the situation with the Minister who gave assurance that a year's extension would be granted. The order requires concrete floors, concrete roof, certain exit arrangements and approved projection room construction. Various exhibitors expressed the opinion that they would have to close their theatres because they could not carry out the necessary work through lack of money and time.

The theatre men intimated that they would not press for further relief from the Amusement Tax for the time being. On the other hand, the Government will proceed with the examination of operators next June for classification purposes. The chairman of the deputation was Tom Moorehead, of Moorehead and Fillman, Brampton, operating several independent houses in Ontario towns.

---

Announcement has been made by Hon. Gideon Robertson, Canadian Minister of Labor, that the inquiry into the moving picture business in the Dominion, now well under way, has been enlarged to provide a probe into the affairs of the Motion Picture Distributors Association of Canada and its Film Boards of Trade. These are allied with the Motion Picture Producers and Distributors Association with headquarters in New York. Col. J. A. Cooper is President of the Canadian organization.

---

*(Special to The Digest from Winnipeg)*

A committee appointed to the newly formed Saskatchewan Motion Picture Exhibitors Association interviewed Hon. J. A. Merkley, January 10, at Regina, Sask., for the purpose of consulting the Minister regarding intentions of the government in respect to new legislation at the present session, affecting theatres.

They were informed it was the government's plan to transfer the Saskatchewan Theatres Act from the jurisdiction of the Provincial Secretary to that of the Minister of Railways, Labor and Industries. Further, only minor alterations would be made in the Act.

## *Toronto Theatres*

LOEW'S—Manager Jules Bernstein — A Metro-Goldwyn-Mayer picture, "New Moon," adapted from the operetta of the same name, co-starring Lawrence Tibbett and Grace Moore. The picture is a romantic fantasy, a musical comedy with some very outstanding singing, as both stars are connected with the Metropolitan Opera House. Tibbett is a Russian Lieutenant, and Grace Moore the Russian Princess, who is destined to marry the Governor of a Province, but who falls in love with the young Lieutenant. The Governor is played by Adolphe Menjou with great adaptability.

UPTOWN—Manager Tom Daley—A Metro-Goldwyn-Mayer picture, "Madame Satan," directed by Cecil De Mille, and starring Kay Johnson, Reginald Denny, with Lillian Roth and Roland Young. Kay Johnson is "Madame Satan," and Reginald Denny, the husband who thinks that he no longer loves her. They meet on board a dirigible at a masquerade ball, and Kay Johnson, dressed as Madame Satan, is not recognized by her husband, but he finds himself greatly attracted by this mysterious "Madame Satan." The costumes at the ball are very dazzling, and the picture holds the interest of the audience throughout.

TIVOLI—Manager Jimmy Lynch—Charlie Ruggles in "Charley's Aunt." A slapstick, side-splitting comedy adapted from the celebrated stage play of the same name. Charles Ruggles masquerades as one of his friend's aunts, in order to give his friend a chance to propose to his lady friend. The difficult situations that arise are exceedingly humorous. It is a Columbia picture, directed by Al. Christie.

IMPERIAL—"Sin Takes A Holiday," a Pathe release, with Constance Bennett, Basil Rathbone and Kenneth MacKenna. Kenneth MacKenna, hero, marries his stenographer, Constance Bennett, to avoid marrying a designing female. Like all good love stories he falls in love with her, and all is well that ends well. Picture directed by Paul Stein.

SHEA'S—Manager Jerry Shea—A Fox picture, "Renegades," with Warner Baxter, Noah Beery and Myrna Loy. It is a story of hate and war with the setting laid in Morocco, and the theme centres around the Foreign Legion.

**FOR SALE**

**Two Simplex Picture Machines with Gunlach Lenses—prime condition, also 250 Seats, Gold Fibre Screen and other articles.**

**Address: 215 NORTH FRONT ST.**
**SARNIA, ONTARIO**

**$150.00 starts you up in Theatre Business in good town of 2,000 population. Must sell at once. Good reason. Cheap rent. Available February 1st.**

**Apply to BOX 14, DIGEST**

# Round About the Studios

Laurel and Hardy are working on "Chickens Come Home" at the Hal Roach Studios. Mae Busch and Thelma Todd are the feminine leads; Thelma taking the part of Oliver's wife, and Mae coming "out of the past." An actress, and former flame of "Babe's," she all but ruins the peaceful tranquility of the Hardy home life, and Mr. Hardy's political career—Mr. Hardy runs for mayor in this one. ,

---

The glamorous Mae Murray of "Merry Widow" fame is returning to the movies! Those fluttering eyelids and rosebud lips that have held a nation of movie goers enthralled will once more reveal their endearing crams in voice and person in a forthcoming Radio Picture, "Bachelor Apartment," now in rehearsal at that company's studios.

According to William LeBaron, vice-president in charge of production, Miss Murray was signed to play the leading role under the direction of Lowell Sherman, who will also be featured in "Bachelor Apartment."

---

"The Passionate Prince," a play by Achmed Abdullah, noted novelist and magazine author of oriental and continental romances, has been purchased by Radio Pictures, according to an announcement by William LeBaron, vice-president in charge of production.

John Howard Lawson, author of "Bachelor Apartment," now in production at the Radio Pictures studios under the direction of Lowell Sherman, has been assigned to prepare the new story for early filming.

---

This week Arthur Hoyt and Ethel Wales, prominent film personalities, were signed for important roles in "The Flood," Columbia Pictures' spectacular drama of life in the Mississippi River country. Tinling is directing this de luxe "Special," featuring Monte Blue, with Eleanor Boardman, Frank Sheridan and William V. Mong, rounding out the cast.

**Marie Dressler and Wallace Beery appear together in Metro-Goldwyn-Mayer's picturization of the novel, "Dark Star."**

**Mme. Schumann-Heink, world famed singer, surrounded by some of her pupils in a current issue of the Pathe Audio Review.**

---

Neil Hamilton, prominent young featured player, has been placed under contract to Metro-Goldwyn-Mayer for a long-term period.

Among the pictures in which Hamilton has appeared are "The Patriot," "Three Week Ends," "The Studio Murder Mystery," "The Mysterious Dr. Fu Manchu," "Why Be Good?" and "Darkened Rooms."

---

Word comes from the Tiffany lot that James Cruze has signed Ralph Ince for a prominent role in "Platinum," a forthcoming gangster special. Ince has appeared recently in many of the screens big successes including "Shanghaied," "Singapore Mutiny," "Wall Street" and "Chicago After Midnight."

---

Wallace Fox has just completed "Parading Pajamas," which is his eighth two-reel comedy for the current season. Margaret Echard wrote the original story which Fox adapted for the screen. Johnny Arthur, Eleanor Hunt, Ben Hendricks, Jr., Margaret Clark and Charles Baron are in the cast.

---

Evidence of the complete unification of the stage and screen which has taken place during the past two years through the medium of the talking screen is given by the cast assembled for the filming of "Lonely Wives," a forthcoming Pathe comedy which boasts a real all-star aggregation of players.

---

William R. Nigh, well known director of many years standing, has been signed by Columbia Pictures to direct "Danger Ahead," a thrilling picture of railroad life. The film, an innovation in the company's current year product will emphasize action. It is a tense tale, played against a background of one of America's great railway systems. The picture presents a perfect vehicle for Mr. Nigh, as he directed numerous productions of this type in the past.

Wade Boteler, who appears in the cast of "The Painted Desert," starring Bill Boyd, made his talking picture debut with Bill in "The Leatherneck" which, coincidentally, was directed by Howard Higgin, who is also the director of the current picture.

---

James Gleason, noted Broadway playwright and actor, has been given an important part in Marion Davies' new Metro-Goldwyn-Mayer starring film, "It's a Wise Child.'" Marie Prevost is another addition to the strong supporting cast of this photoplay.

Robert Z. Leonard, who last directed Miss Davies in "The Bachelor Father," is directing the new production, and the cast includes Polly Moran, Lester Vail, Kent Douglass, and Johnny Arthur. The picture is adapted from Laurence E Johnson's long-run New York stage hit of the same name.

---

Charlie Chaplin, auhtor-director-producer-scenarist-actor-editor, now steps forth as composer and for his "City Lights" submits these songs of his own composition, all of them played as accompaniment but not sung: "Beautiful, Wonderful Eyes," "Tomorrow The Sun Will Shine," "Happy Romance," "Promenade" and "Orientale." Arthur Johnston of the Irving Berlin organization arranged the synchronized score for the film, which comes to the George M. Cohan Theatre during the first week of February.

---

"The Last Parade," an exciting tale of gangland and the modern racketeer, is Columbia's third January release. Erle C. Kenton directed this de luxe "Special," with an exceptional cast that includes Jack Holt and Tom Moore in the featured roles, Constance Cummings, now Columbia leading lady, Gaylord Pendleton, Edmund Breese, Robert Ellis, "Vivi," Erle D. Bunn, Jess De Vorska, Robert Graham, Ed. De Saint and Clarence Muse.

**Buster Keaton, popular Metro-Goldwyn-Mayer star, and his pet St. Bernard, "Elmer," who plays with him in his new talkie, "Parlor, Bedroom and Bath."**

# We Told You So!!

## Constance Bennett

*in*

# SIN TAKES A HOLIDAY

Packed the Big Imperial Theatre, Toronto, to the Doors Every Day This Week.

## It Will Pack Your House, Too

It's Another in Pathe's Unbroken List of Box Office Money-Getters.

---

**Released in Canada by Regal Films Limited**

# PATHE

## is happy that

——— It has produced a greater percentage of big box office successes during 1930 than any company in the industry.

——— Ann Harding, Constance Bennett and Helen Twelvetrees, and their sensational successes in "Holiday," "Sin Takes a Holiday" and "Her Man," and the distinct hit of Eddie Quillan in "Big Money" mark an epoch in motion picture production.

——— The unparalleled record of continuous hits is admittedly the result of the far-seeing creative genius of E. B. Derr and the able staff working under his personal supervision

——— That record is an assured promise of many more productions of superior standard for the coming year.

## coming

## for 1931

**BILL BOYD in "THE PAINTED DESERT" • HELEN TWELVETREES in "THIS MARRIAGE BUSINESS" • ANN HARDING in "REBOUND" • CONSTANCE BENNETT in an Ernest Pascal story "LONELY WIVES" with Laura La Plante, Edward Everett Horton, Patsy Ruth Miller and an all star cast.**

*The House of Hits*

---

**Regal Films Limited** Canadian Distributors for Pathe